



Director's
Welcome

The Wisdom Initiative

"Rebuilding the Walls" Endowment Campaign
Restoring Biblical Truth in
Higher Education



"To equip and train Christian faculty, administrators, students, and other influencers in higher education to integrate and extend a gospel-centered Christian worldview in their research, teaching, and leadership to transform the Academy and society."

—MISSION STATEMENT

Our Campaign Goal: To Raise 3 Million Dollars to Equip 3 Generations of Christian Faculty, Students, and Higher Education Leaders

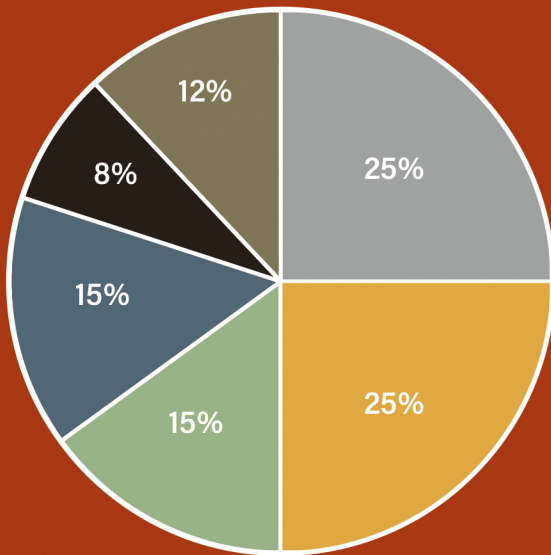
► *Why 3 Million?*

Given a conservative rate of return, this endowment would allow us to maintain, sustain, and steadily grow our current professional development and publishing outreach for generations to come while also organizing and leading additional activities in the areas of public forums and institutional policy education reform through our strategic partnerships.

► *Why 3 Generations?*

Our approach recognizes that a certain set of intellectual assumptions have methodically reshaped the education system over the past three generations, leading to many of the crises we are experiencing today in higher education and society.¹ Such generational entrenchment requires a similar steady and sustained generational response. We expect to see real changes over time as a result of our cooperative efforts and strategic partnerships.

¹ See *Battle for the American Mind: Uprooting a Century of Miseducation* by Pete Hegseth and David Goodwin (New York: Broadside, 2022); see also *Neoliberalism's War on Higher Education* by Henry A. Giroux (Chicago: Haymarket Books, 2019).



Annual Expenses

- Professional Development
- Publishing
- Public Forums
- Policy Reform
- Marketing & Outreach
- Administration

► *Who We Are*

We are a community of faculty and administrators from public and private higher education institutions committed to this generational, cooperative work, which allows us to keep administrative expenses low and focus our time and resources on mission-specific activities.

Please visit our site to learn how you can become a partner in the Wisdom Initiative.
www.theccsn.com/support-wisdom-initiative

► *The TRAINING Ground*

Christian students at every level, including those who become professors themselves, are trained in secular environments often hostile to Christianity. Professors in public-institution doctoral programs are atheists and agnostics at three times the rate of the general public (23% compared with 7%), and another 33% claim to be non-religious.¹ While some professors are tolerant, few hold to biblical Christianity,² and many hold only to a vague form of “spirituality.”³ Christians are thus currently trained and formed in settings where Christian ideas are often rejected, marginalized, or summarily dismissed.⁴

► *The DISPROPORTIONATE Influence*⁵



This illustration makes the obvious point—the professorate has a disproportionate influence over future university faculty, who, in turn, impact generations of college graduates, who affect every level of society, from business to legal to entertainment to educational leadership and more. The Wisdom Initiative asks *Who influences the influencers, and how can we intervene?*

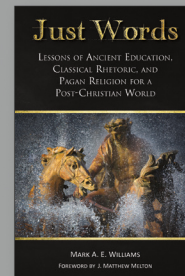
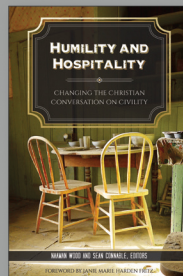
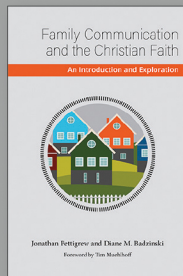
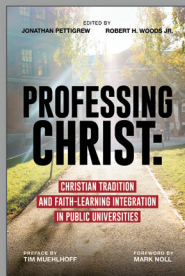
► *The VALUE Structures*

Those who are trained in graduate institutions learn not merely content but, even more deeply, the implicitly secular value structures of their disciplines. While discerning students might recognize the beliefs and values of their professors, the intellectual atmosphere can still be suffocating. Some theories are explicitly contradictory to biblical Truth; others just rely on underlying secular assumptions. Over time, even bright Christian students are cast into the mold of their training, and they take that training with them, whether they end up working in a public or a parochial setting.⁸ Restoring biblical Truth in higher education, then, requires faithful intervention in the training and academic lives of Christian professors and students. Secular value structures need to be addressed at their roots with robust Christian perspectives so that there can be a more credible Christian intellectual witness, and more honest academic dialogue about the ideas and issues that matter most.

► *REBUILDING The Walls*

Marches on campuses, rising anti-Semitism, and rampant “cancel culture” all demonstrate ways the university walls lie in ruins. Our endowment campaign's name is drawn from the actions of Nehemiah (see 1:5–11) when he worked with strategic partners through God’s grace to rebuild the broken walls around Jerusalem in 52 days. As Christ-followers today, we likewise need to unite and rebuild the foundation in our universities and culture. One individual or group alone cannot do this work—let alone in 52 days! We need generational commitments for an effective response. Christian scholars and others committed to such a sustained rebuilding also need supportive communities that provide resources to aid in the heavy lifting. Rather than simply adding to the current critique, our response is focused on providing practical solutions and viable pathways forward. Building up rather than tearing down is the way forward. *How do we do so?*

- **Professional Development:** Through the **Nehemiah Institute**, we connect Christian faculty, administrators, and students with the curriculum and mentoring they need to develop faith-learning integration in their research, teaching, and leadership.
- **Publishing:** Through **Integratio Press**, we provide resources that offer Christian perspectives, critiques of mainstream theories, and faithful intellectual approaches that serve as an outlet and inspiration for Christians to do the intellectual work of restoring the culture.



- **Public Forums:** Through **Truth Forums** on campuses and their surrounding communities, we model how to present Truth through conversations that strengthen—rather than tear apart—relationships, seeking to heal a fractured Academy and society.
- **Policy Reform:** Through our **Networking and Policy Hub**, we provide opportunities for stakeholders to connect with one another and provide resources to individuals, policy institutes, and advocacy groups who are responding to similar challenges facing Christian scholars.

► *Our PARTNERS and LEADERS*

Just as Nehemiah partnered with other leaders and influencers to rebuild the walls, our initiative requires multiple partners working cooperatively and in unity to leverage their local influence toward shared goals. Our partners include other campus and faculty ministries nationwide. Our leadership team includes numerous Christian educators and administrators from both Christian and public universities, along with pastors and professional communication specialists from like-minded non-profit ministries worldwide. Learn more about our partners and leaders: www.theccsn.com/partners-and-leaders.

Our Invitation

We ask you to help us rebuild the walls. Long-term stability in funding is the need of every group that seeks to create change over multiple generations, and building an endowment is the most effective way to provide that stability. We have the academic resources and connections to continue with our current activities, but to make those resources widely available, optimally effective, and long-term sustainable, we need partners willing to invest in this campaign. Please help us rebuild the walls. Learn more: www.theccsn.com/donate-to-wisdom-initiative



Testimonials



Donate

References

¹ Neil Gross and Solon Simmons, "The Religious Convictions of College and University Professors," in *The American University in a Postsecular Age*, eds. Douglas Jacobsen and Rhonda H. Jacobsen (New York: Oxford University Press, 2008), 22.

² Ibid., 25-26.

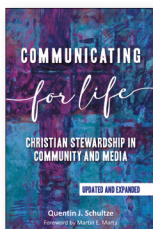
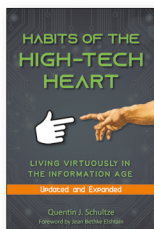
³ Meanwhile about a third of professors in one national study claim to be highly spiritual (Higher Education Research Institute, "Spirituality and the Professorate: A National Study of Faculty Beliefs, Attitudes, and Behaviors," University of California, Los Angeles, http://spirituality.ucla.edu/docs/results/faculty/spirit_professoriate.pdf). And 36 percent of faculty in another study affirmed, "I know God really exists and I have no doubts about it." (Gross and Simmons, "The Religious Convictions," 23.) Such general statements likely can be affirmed by Buddhist or Muslim faculty as well as Christian, and Scriptures seem to indicate that believing in God is only a necessary precursor to being Christian (cf. Heb 11:6 and Jas 2:19). It should be noted too that there are some key differences based on the kind of university (e.g., doctoral-granting, baccalaureate, community college) and the discipline (e.g., engineering, science, humanities, social science).

⁴ A few different cultural observers make this point convincingly. See "Epistemology I: What ever happened to Truth?" In Ronald H. Nash *Life's Ultimate Questions* (Grand Rapids, MI: Zondervan, 1999); or consider the cultural critique of Gene E. Veith *Postmodern Times: A Christian Guide to Contemporary Thought and Culture* (Wheaton, IL: Crossway Books, 1994).

⁵ Current Term Enrollment Estimates: Fall 2023, Herndon, VA: National Student Clearinghouse Research Center. January 2024. www.bestcolleges.com/research/college-enrollment-statistics/#fn-1. Thanks to Faculty Commons, a ministry of Campus Crusade for Christ (Cru), for this helpful graphic. See www.cru.org/faculty/about/why-faculty

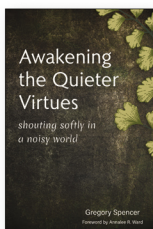
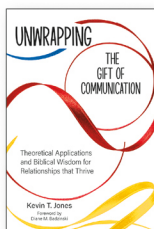
The Wisdom Initiative is an outreach of the Christianity and Communication Studies Network,
a 501c(3) non-profit organization. To learn more, visit www.theccsn.com





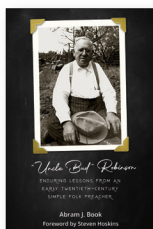
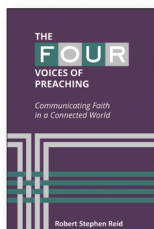
Academe

Traditional scholarly books written for and consumed primarily by the Academy that pursue knowledge and understanding within the contexts of the Christian faith and the field of communication. Our authors are leaders in the field across diverse perspectives and traditions who write for undergraduate and graduate students in public and private institutions.



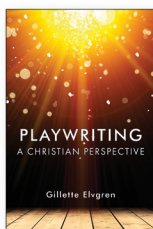
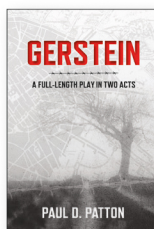
Foundations

Companion tradebooks that can be used alongside traditional textbooks in multiple instructional settings. These are scholarly yet accessible works for audiences that reach beyond the Academy and provide foundational Christian perspectives on timeless and timely communication concepts and practices. Books are theoretically grounded but practically oriented.



Axios

Works of pastoral communication and devotional materials developed from sermons, podcasts, or ministry material. Also includes rhetorical analysis of important pastoral texts, historical church leaders, and theologians.



Trinity House

A space for the performing and creative arts, including plays, dance, art, musicals, poetry, works of multi-media, and more. Also includes (auto)biographies and works of fiction.

